

Concordia University
Faculty Council of the John Molson School of Business-
Minutes of the meeting held Friday, March 7, 2008

JMSB-2008-02M

Present: S. Sharma, Dean and Chair

A. Ahmad (Fina.), K. Argheyd (Mana.), S. Betton (Fina.), D. Cameron (Mana.), S. Chauhan (DS&MIS), C. Cho (Acco.), K. Diaz (CASA), C. Draimin (Acco.), N. D'Urbano (CASA), M. Farashahi (Mana.), A. Fagnoli (Reg.), K. Gheyara (Acco.), A. Gold (CASA), S. K. Goyal (DS&MIS), A. Hochstein (Fina.), L. Katsanis (Mktg.), K. Lamertz (Mana.), C. Lavergne (CGSA), J. Longo (Staff), S. Nelson (Staff), E. Pelsise (CASA), D. Peltier-Rivest (Acco.), I. Rakita (Fina.), J. Redler (CASA), K. Saliba (CGSA), L. Shanker (Fina.), M. Sharma (DS&MIS), U. Wassmer (Mana.)

Guests: S. Antaki (Mark.Comm.), K. Cameron (News@C), K. Fiddler (Office of Assoc. Dean Research), T. Hagyard (CMA), M-G. Hum (Ext. Aff.), C. Mota (Med.Rel.), W. Taylor (Mana.)

Absent with

Regret: J. Ahmad (Econ.), B. Barbieri (Mktg.), T. Basith (CASA), A.-M. Croteau (DS&MIS), M. Di Grappa (Pres.), J.-M. Edwards (Lib.), V. Esposito (CASA), T. Field (Mana.), G. Fisher (Econ.), J. Freed (Fina.), Z. Gidengil (Mktg.), D. Kira (DS&MIS), A. Krzyzak (Comp. Sci.), G. Lao (CASA), F. Nebebe (DS&MIS), P. Pietromonaco (Facil.) L. Switzer (Fina.), P. Trofimovich (TESL)

- I Call to Order
The meeting was called to order at 09:30.
- II Closed Meeting
- III Open Meeting
- IV Approval of Agenda – JMSB-2008-02A
On a motion duly seconded (M. Sharma, L. Katsanis) the agenda was unanimously approved.
- V Approval of the Minutes – JMSB-2008- 01M
On a motion duly seconded (M. Sharma, L. Katsanis) the minutes of the meeting held .
- VI Chair's Report and Question Period
S. Sharma announced the appointment of Judith Woodsworth as President effective August 1, 2008 and the appointment of David Graham as Provost and Vice-President effective March 1, 2008. He reported that a Search for a Dean of the Faculty of Engineering and Computer Science was ongoing, and Searches for the Dean of the Faculty of Arts and Science and the Dean of Graduate Studies and Associate Vice-President, Graduate Studies would soon begin. He announced that a hiring freeze has been initiated due to the university deficit. JMSB will negotiate each new hire to assure AACSB standards are maintained.
- VII Guest: Sami Antaki, Executive Director, Marketing Communications
Chris Mota, Director, Media Relations
On a motion duly seconded (M. Sharma, J. Longo) Faculty Council unanimously granted speaking privileges to S. Antaki and C. Mota.

S. Antaki presented an update on the initiatives and services of Media Relations, Marketing Communications and Internal and Web Communications aimed at creating a new visual expression and common theme and design for all Concordia's printed materials, promotional materials, advertising, and web sites.

JMSB-2008-02M

C. Mota reported a large increase in positive media coverage and a decrease in negative coverage. She advised that JMSB was the jewel of "Experts on Line". This feature has doubled its user rate this year and generated an equivalent of \$5M in advertising.

Dissatisfaction with the quality of the recycled paper used for business cards was noted. There was strong objection to the video portraying educational opportunities at Concordia because of the scant attention given to JMSB offerings and accomplishments. It was suggested that JMSB's research activities as well as graduate and undergraduate case competitions be highlighted. S. Ataki advised that the video was in the developmental stage and that he would be working with Faculty Communications Officers to revise it.

Guest: William Taylor, AACSB Coordinator

On a motion duly seconded (S. Chauhan, M. Sharma) Faculty Council unanimously granted speaking privileges to W. Taylor.

W. Taylor summarized the requirements for continued AACSB accreditation: i) raise the number of academically qualified faculty members from 50% to 60%; ii) develop and implement a strategic plan; and iii) establish a systematic process to assess students' acquisition of skills. With regard to items i) and ii) he reported that ratios were being addressed through approved new hires and the development of a strategic plan was expected to be completed during the summer.

He advised that AACSB had examined program outcomes for several years with expectations becoming progressively more stringent. He explained that JMSB was in a catch-up situation. He strongly emphasized that accountability for promised levels of skill/learning was the way of the future because governments are no longer prepared to fund educational programs without proof of value.

With regard to the assessment of learning, he explained that AACSB requires JMSB to demonstrate: (a) accountability; (b) process improvement; (c) a process plan; and (d) how the existing data has been used to take action towards improvement. He reported on plans for the undergraduate and graduate levels to respond to the requirements. At the undergraduate level, the Education Testing Service test for senior students was taken by 106 students as a pilot project and 98 mid-term papers randomly selected from the Strategy course were being used to assess analytical skills as well as to assist in developing a model for measurement. At the graduate level, oral communication skills can be rated independently from the professor in class presentations and the peer assessment program developed by S. Brutus can be used as examples.

VIII Business Arising from Previous Meeting

IX Elections – JMSB-2008-02A-01

F. McGregor, Department of Management, was elected by acclamation to represent the JMSB on the Arts and Science Faculty Council effective immediately and terminating May 31, 2008. An election for a JMSB full-time faculty representative for the period beginning June 1, 2008 and terminating May 31, 2010 will be brought forward to the next meeting.

M. Laroche, Department of Marketing, was elected by acclamation to represent the JMSB on the Distinguished Professor Emeritus Committee.

R. Vahidov, Department of DS&MIS, was elected by acclamation to represent the JMSB on the University Library Committee replacing T. Walker for a 3-year term effective June 1, 2008 and terminating May 31, 2011.

M. Sharma, Department of DS&MIS, was elected by acclamation to represent the JMSB on the Undergraduate Scholarships & Awards Committee for a 3-year term effective June 1, 2008 and terminating May 31, 2011.

JMSB-2008-02M

M. Gagné, Department of Management, was elected by acclamation to represent the JMSB on the Graduate Awards Committee for a 3-year term effective June 1, 2008 and terminating May 31, 2011.

- I. I.Aly, Department of Accountancy, was elected by acclamation to represent the JMSB on the Senate Faculty Tribunal Pool for a 2-year term effective September 1, 2008 and terminating 31, 2010. An election for another JMSB full-time faculty representative will be brought forward to the next meeting of Council.

A.Ahmad, Department of Finance, was elected by acclamation to serve on the Dean's Award for Teaching Excellence Selection Committee for a 2-year term effective June 1, 2008 and terminating May 31, 2010. An election for another full-time faculty member for a 2-year term will be brought forward to the next meeting of Council.

D. Moscovitz, Department of Marketing, was elected by acclamation to serve on the Dean's Award for Teaching Excellence Selection Committee for a 1-year term effective June 1, 2008 and terminating May 31, 2009.

M. Sharma, Department of DS&MIS, and M. Jamal, Department of Management, were elected by acclamation to serve on the JMSB Faculty Election Panel for a 2-year term effective June 1, 2008 and terminating May 31, 2010.

S. Mustafa, Department of Accountancy, M. Sharma, Department of DS&MIS, J. Mannadiar, Department of Finance, T. Petrushka, Department of Management, and J. Lim, Department of Marketing, were elected by acclamation to serve on the Undergraduate Student Request Committee for a 1-year term effective June 1, 2008 and terminating May 31, 2009.

B. Grohmann, Department of Marketing, was elected by acclamation to represent full-time faculty on the Dean's Staff Recognition Awards Committee effective immediately and terminating May 31, 2008. An election for a full-time faculty member to serve a 3-year term effective June 1, 2008 and terminating May 31, 2011 will be brought forward to the next meeting of Council.

J. Riley, Department of Finance, was elected by acclamation to represent part-time faculty on the Dean's Staff Recognition Awards Committee effective immediately and terminating May 31, 2011.

L. Katsanis, Department of Marketing, was elected by acclamation to represent department Chairs on the Dean's Staff Recognition Awards Committee effective immediately and terminating May 31, 2011.

T. Hagyard, Department of Accountancy, was elected by acclamation to represent Program Directors on the Dean's Staff Recognition Awards Committee effective immediately and terminating May 31, 2011.

M. Magnan was elected by acclamation to represent the Department of Accountancy on the Dean's Award for Distinguished Scholarship Selection Committee for a 1-year term effective June 1, 2008 and terminating May 31, 2009.

S. Perrakis was elected by acclamation to represent the Department of Finance on the Dean's Award for Distinguished Scholarship Selection Committee for a 1-year term effective June 1, 2008 and terminating May 31, 2009.

Muhammad Jamal was elected by acclamation to represent the Department of Management on the Dean's Award for Distinguished Scholarship Selection Committee for a 1-year term effective June 1, 2008 and terminating May 31, 2009.

A.-M. Croteau, Department of DS&MIS, was elected by acclamation to serve on the Faculty Awards Committee for a 1-year term effective June 1, 2008 and terminating May 31, 2009.

JMSB-2008-02M

H. Simpkins, Department of Marketing, was elected by acclamation to serve on the Faculty Awards Committee for a 2-year term effective June 1, 2008 and terminating May 31, 2010.

T. Ramsaran, Department of Accountancy, was elected by acclamation (conditional on acceptance) to serve on the JMSB Advisory Health and Safety Committee.

The election of a part-time faculty member to serve on the JMSB Advisory Health and Safety Committee will be brought forward to the next meeting of Council.

X

Report: Research and Program Evaluation

i) Motion regarding 2009-2010 Graduate Calendar - Proposed Curriculum Changes to MBA Program – JMSB-2008-02A-02

A. Hochstein distributed documents that demonstrated that most leading business schools include Business Ethics in the MBA core. He advised that the number of electives would be reduced from 7 to 6 noting that offering too many electives resulted in cancelations due to low enrolments.

It was pointed out that many students would prefer an increase in the electives and a decrease in compulsory courses. The addition of Business Ethics to the core leaves less choice for students. It was suggested the choice of electives be more attractive to students. A. Hochstein thanked the students for their input and advised that the Curriculum Committee would consider their comments.

On a motion duly seconded (A. Hochstein, S. Betton) Faculty Council unanimously approved the inclusion of the Business Ethics course in the MBA core as described in document JMSB-2008-02A-02.

ii) Motion regarding 2009-2010 Graduate Calendar -Proposed Curriculum Changes to CMA Program– JMSB-2008-02A-03

On a motion duly seconded (A. Hochstein, S. Chauhan) Faculty Council granted speaking privileges to T. Hagyard, Director, CMA Program.

T. Hagyard explained that the revisions codify and change all eight course descriptions in accordance with CMA standards and give students the ability to transfer credits to the MBA program with advanced standing. He remarked that he was aware of 25 quality CMA graduates who were pursuing MBA programs elsewhere only because they were unable to obtain advanced standing with JMSB.

On a motion duly seconded (A. Hochstein, A. Ahmad) Faculty Council unanimously approved the proposed curriculum changes for MBA and CA Programs and Advanced Standing for the CMA as described in document JMSB-2008-02A-03.

iii) 2009-2010 Undergraduate Calendar - Proposed Curriculum Changes to Undergraduate Programs – JMSB-2008-02A-04

G. Kanaan highlighted the revisions to the International Business Major and the addition of a co-op format for the Major International Business stating that JMSB was prepared to support the increased resource implications involved. He reported that the Director of International Business would oversee the Co-op temporarily. In response to a question about the criteria for an IBUS job, he advised that the position would be with a company having international operations and involving international interaction. In response to a concern that IBUS Co-op students would monopolize international positions, he advised that the Institute for Co-operative Education had the expertise to place students according to employer need and specific disciplines. It was remarked that most Co-op students preferred to find positions in Montreal.

JMSB-2008-02M

On a motion duly seconded (G. Kanaan, M. Sharma) the proposed changes to the undergraduate programs as presented in document JMSB-2008-02A-04 were unanimously approved.

- XI Report: Administrative Affairs and Human Resources
There was no report.
 - XII Standing Report on the status of the new JMSB building
There was no report.
 - XIII CGSA Report
C. Lavergne reported that CGSA elections would take place at the end of March. The new executive would be introduced at the April meeting of Council. She advised that the French Coach would host a Conflict Management Workshop the March 14th and asked that all faculty members encourage their students to participate. She commented that the French Coach participation has been disappointing in spite of the importance of speaking French to work in Montreal.
 - XIV Staff Report
There was nothing to report.
 - XV Report: Masters and Diploma Programs
There was nothing to report.
 - XVI Report: Undergraduate Programs, Academic and Student Affairs
There was nothing to report.
 - XVII Reports from School Representatives on University Committees
 - v) Senate Research Committee – JMSB-2008-02A-05
The report was received.
 - viii) Board of Governors – JMSB-2008-02A-06
The report was received.
- There were no reports from the representatives on the following committees:
- i) University Senate
 - ii) Arts and Science Faculty Council
 - iii) Senate Academic Planning and Priorities
 - iv) Senate Academic Programs Committee
 - vi) University Library Committee
 - vii) Undergraduate Scholarships and Awards Sub-committee
 - ix) Council of the School of Graduate Studies
- XVIII CASA Report
J. Redler reported that CASA students were attending the national Roundtable Conference in Edmonton, March 8-9th where 320 delegates from 36 universities across the country meet to share ideas for their student associations. He announced the CASA election results: Adam Gold, President, Jessica Cohen, VP Internal, Jennifer Dubois, Treasurer, Stephen Paek, VP External, Camila Kwong, VP Marketing, Malika Malan, VP Academic. He reported that CASA will host a poker tournament on March 9, and in conjunction with the graduate programs, will host the Sustainable Business Conference on Friday, March 14. Lastly he reported that he, A. Gold and B. Chungwing would begin their “5 Days for the Homeless” project on Sunday night, March 9, accompanied by M. Sharma. All proceeds will go to Dans la Rue.

JMSB-2008-02M

N. D'Urbano reported that the annual CASA Cares Fashion Show was scheduled March 13 at Olympia Theatre. This event was recently featured in the Gazette acknowledging the social responsibility of JMSB students. All proceeds will go the Montreal Childrens' Hospital. He reported that JMSB made the finals at the University of Southern California Case competition and the Business Banquet featuring guest speakers Tony Loffreda, VP commercial Service, RBC and Geoffrey Molson, VP Marketing and Events for Molson, was scheduled on April 3. Additionally, he reported that the DS&MIS Association would have a web site competition on March 27, and the Finance Investment Association was hosting a stock simulation event and speaker series and has initiated the Private Equity Venture Capital Society.

XIX New Business

- i) Notice of motion regarding teaching in the Joint Ph.D. Program – JMSB-2008-02A-07
It was agreed that the motion be forwarded to the Ph.D. Program Director for comment prior to the discussion at Faculty Council.
- ii) Report of the Review Committee of the School of Graduate Studies – comments to be sent to L. Dandurand, Louise.Dandurand@concordia.ca - JMSB-2008-02A-08
S. Sharma advised that Dr. Dandurand welcomed their comments. A. Hochstein expressed some concern about the powers and the reporting structure of the Office of the Dean of Graduate Studies as well as the comment regarding JMSB non-research graduate programs on page 23 of the document.

XX Other Business

- i) Nomination for Spring 2008 Convocation non-academic medals and awards - JMSB-2008-02A-09
Applications available in the Office of the Dean - **Deadline – March 31, 2008 FYI only**

XXI Adjournment

On a motion duly seconded (M. Sharma, L. Katsanis) the meeting was adjourned at 11:45 a.m.

XXII Next meeting

The next regular meeting of the JMSB Faculty Council will take place on Friday, April 11, 2008 at 09:30 in room GM302.